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## Skin Cancer/ Melanoma Month of May 1993

We did it !

On rather short notice, but stimulated by HMA Publications Committee member Norman Goldstein, the *Journal* has succeeded in coming out with a special issue devoted to the subject of skin cancers and melanomas.

Norm has done a great job of assembling manuscripts authored by an interesting variety of people in our community

— physicians and nonphysicians alike.

Nine years ago, Norm put in a great effort in a special issue to honor Harry Arnold Jr, Hawaii dermatologist of world renown and editor for 40 years of the *Journal*.

We salute Norman Goldstein MD, FACP, Hawaii dermatologist and guest editor of this issue.

## Practice Safe Sun-Hawaii

When the American Cancer Society Hawaii Pacific Division asked me to serve as the 1993 Honorary Chair of the Neighborhood Education Campaign, I politely responded with a "Sorry, I can't; I'm just too busy." Then, when a busy attorney and long-time ACS volunteer, Jacqueline Earle, and a busy oncologic surgeon and chair of the ACS Hawaii Pacific Division, Scott Hundahl MD, again asked me — I just had to say "Yes."

After promoting prevention, early diagnosis and treatment of skin cancer, melanomas and wrinkles in Hawaii for almost 30 years, I felt I *must* help the ACS this year. Since the ACS had 10,000(!) volunteers ready to go door-to-door and business-to-business to distribute information and sunscreen samples to Hawaii residents and tourists, all I had to do was offer some expertise, get some people together and obtain some sunscreen samples.

And, we're off and running!

The American Academy of Dermatology has sponsored free skin cancer screening clinics in all states for 8 years. The Hawaii Dermatological Society, with the assistance of plastic

surgeons and other physicians, has been doing these clinics for 15 years — usually in churches, school cafeterias — any place that would take us and provide parking.

This year, Liberty House was kind enough to offer each of its Oahu and Neighbor Island department stores for the free skin-cancer clinics in order to reach a larger statewide population. The ACS arranged for scheduling of the clinics and had hundreds of volunteers help the dermatologists do the screenings, distribute sunscreen samples and educational materials.

Dermatologist Randy Mita ("Doctor POG") came up with a novel promotional idea: the Skin POG (milk bottle cap). Milk bottle caps are the biggest rage ever — even bigger than Pet Rocks and Rubik's Cube. The "Practice Safe Sun — Hawaii" POGs have proven to be so popular that the initial 35,000 produced were not enough to supply our youngsters' demands. Great way to get children to use sun protectives daily.\*

Movie and TV star and part-time Hawaii resident Tom Selleck is also the Honorary Chair of the National Skin

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## EDITORIALS (Continued from page 108)

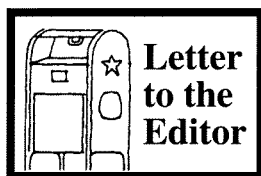
Cancer Foundation. Tom has helped to promote the "Hats in Hawaii" campaign to encourage the use of wide-brimmed hats and UV-protective garments and did some public-service announcements for the campaign.

The Skin Cancer Foundation and the Sun Protection Foundation, major national educational organizations, have provided brochures, videotapes and slide presentations to help train the 10,000 volunteers.

Students and friends of the John A Burns School of Medicine have helped at screening clinics over the years, and at the Liberty House skin cancer clinics, as well as health and fitness fairs at Blaisdell Center, Thomas Square Park and at the University of Hawaii.

With the leadership of Bruce Miller MD and Scott Bogle of the Hawaii Global Change Education Project of the Sea Grant Extension Service, we organized a Sun Awareness Steering Committee to help coordinate our programs. Miller and Bogle were instrumental in getting the first ozone laws in the country passed right here in Hawaii. Their "Hole Story"

\* Thanks to an educational grant from Glaxo Dermatology, a division of Glaxo Inc. and Pam Felix, "Dr. POG" produced 100,000 for our program.



The John A Burns School of Medicine (JABSOM) applauds the *Hawaii Medical Journal* in its special issue which deals with melanoma and skin cancer. This malady is of interest to all of us who live in Hawaii because the incidence of all three forms of skin cancers (basal and squamous cell cancer and malignant melanoma) continues to increase at an alarming rate.

The Dermatology Division of JABSOM, with the collaboration of the members of the dermatologic community and the Cancer Research Center of Hawaii, is committed to dermatologic education. The objectives of the Division are threefold: 1. to provide a basic core curriculum of clinical dermatology to medical students, 2. to offer an opportunity for clinical rotations in dermatology to medical residents in hospital clinics and private offices, and 3. to conduct continuing medical education courses and seminars in the advancing fields of dermatology to practicing community physicians, allied health care personnel and the general community.

The core curriculum in dermatology includes an introduction to the basic structure and function of the skin, general patterns of dermatopathology, and identification of common dermatologic diseases. The emphasis in clinical dermatology is on those skin diseases most likely to face primary care physicians. In addition, a block of time is devoted in the

The Hawaii Plastic Surgery Society membership applauds the editorial board of the *Hawaii Medical Journal* for focusing on the melanoma/skin cancer problem.

The past several decades have seen an alarming increase in malignant melanomas and other skin cancers. Thirty-two thousand new melanoma cases in the U.S.A. with 6,800 deaths are estimated to occur in 1993 (data from NCI SEER program). Seventy new cases and 20 deaths are estimated in Hawaii alone. Fortunately, there has been a concomitant

booklet has had many printings.

The Cancer Research Center of Hawaii, the Hawaii Tumor Registry and the Queen's Tumor Registry were very supportive and supplied data on melanoma in Hawaii. Because of this data and data from private practice, we are now very aware that melanomas and other skin cancers occur in all races, not just the fair-skinned Caucasians.

Paul Berry at Punahou School started a very unique program to increase student awareness of the dangers of excessive sun exposures and the need for sun protection. This model program will be provided to other schools, private and public.

Finally, my personal mahalo to the American Cancer Society volunteers, Alice Vinton ("Vinton Volunteers"), to the dermatologists and other physicians, to Donald Onasch and Liberty House, to the staff of the Hawaii Medical Association, to Fred Reppun MD, Editor, and to the staff of the *Journal*, the contributing authors and advertisers who made this special issue possible — Mahalo and "Practice Safe Sun-Hawaii!"

Norman Goldstein MD, FACP

Guest editor, special issue on melanoma/skin cancer

Problem-Based Learning format to acquaint medical students about the basic principles of photobiology. The areas of emphasis include an understanding of the ultraviolet light spectrum, the acute and chronic effects of ultraviolet light management of skin diseases. The concepts of photoaging and photoprotection are introduced. Important attention is focused on skin cancers.

The dermatologic community is credited for their annual voluntary Cancer Screening Program which has resulted in early detection of numerous skins cancers and melanomas. In addition, the Cancer Research Center of Hawaii has helped to track the incidence of melanoma in Hawaii and together with the physicians of the dermatology community, offers updated diagnostic and therapeutic guidelines for practicing physicians in Hawaii.

JABSOM will continue its efforts to train and educate future physicians in the care, treatment and research of dermatological conditions. With well-trained professionals and an enlightened community, Hawaii indeed will be the best place to live on this earth.

Christian L Gulbrandson MD

Dean

John A Burns School of Medicine  
University of Hawaii

improvement in 5-year survival rates (60% in the 1960s to 80% in the 1980s). Better understanding of the biological behavior of melanomas, particularly in regard to tumor thickness and levels of invasion, have helped to outline more logical and effective treatment plans.

However, the improved survival rates probably to a great extent can be attributed to earlier detection of the cancers. Treatment of advanced melanomas remains challenging and controversial. Therefore, early recognition and prevention of

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